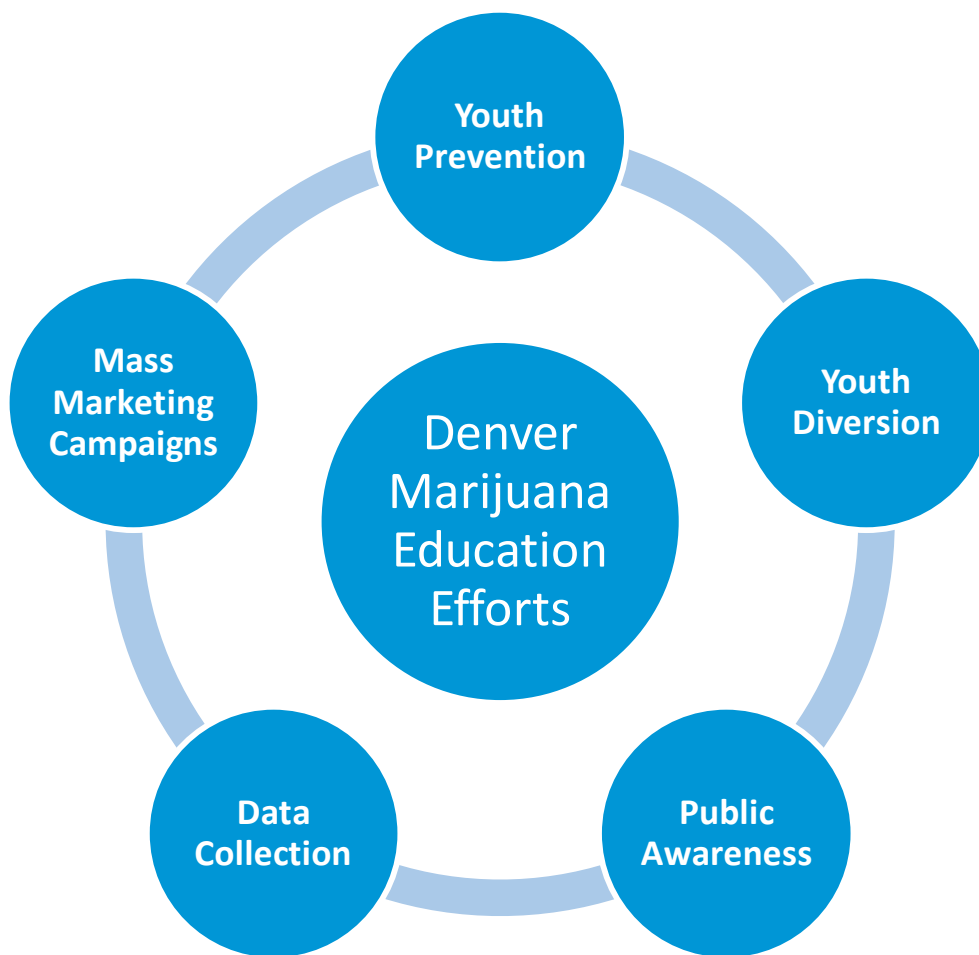




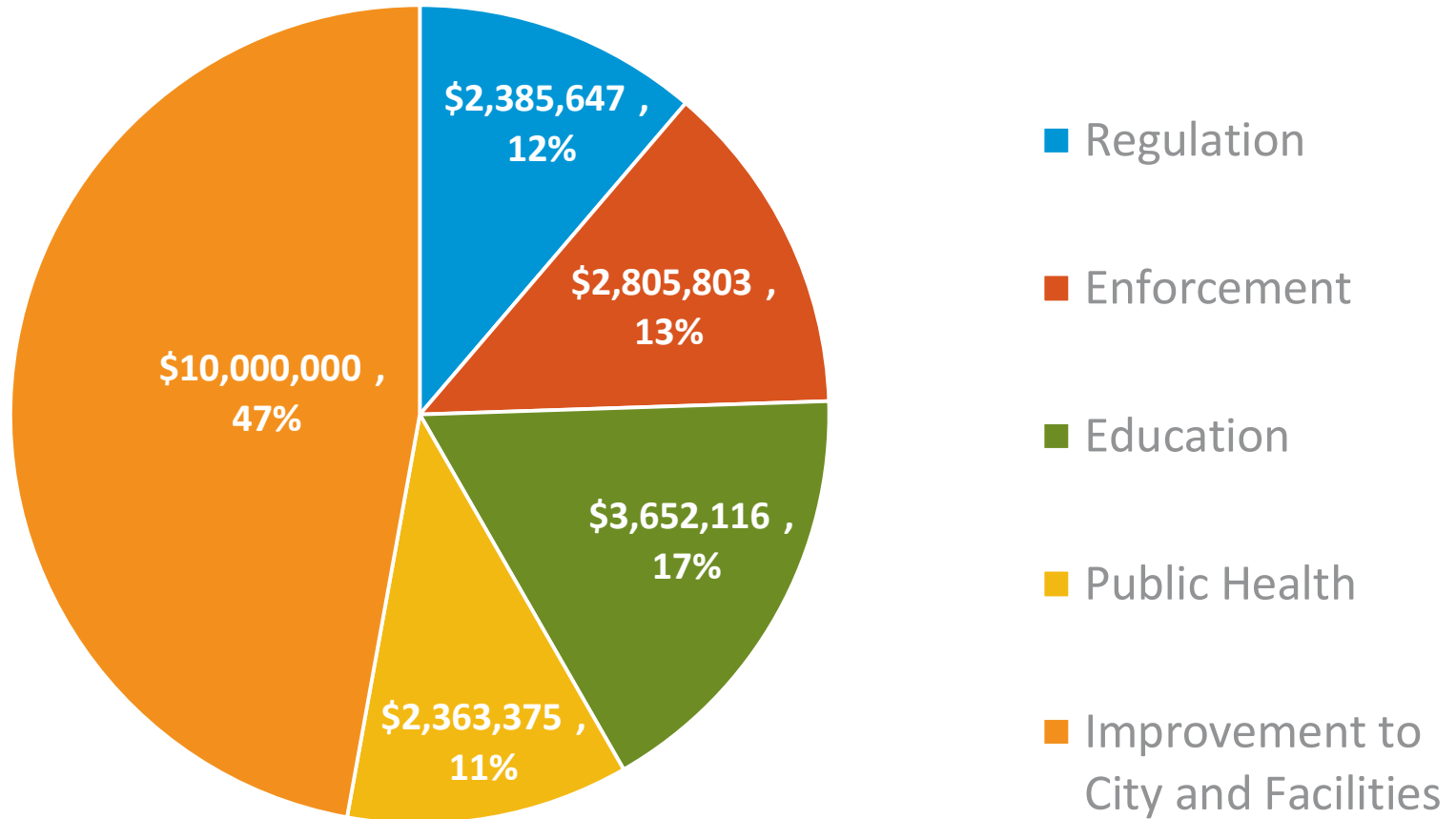
Amélie Company Contract Amendment

Office of Marijuana Policy/ Excise and Licenses
July 11, 2018

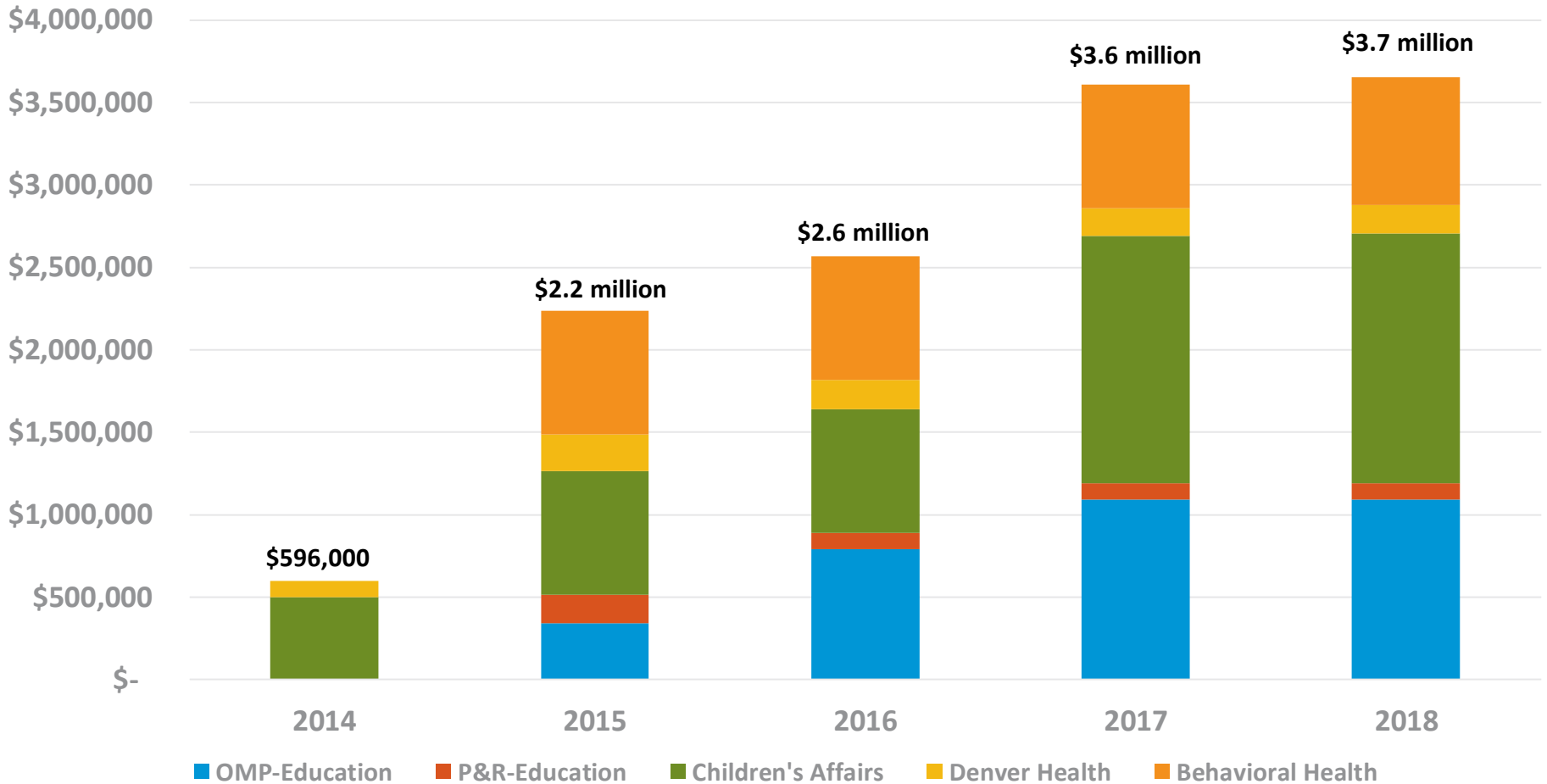
DENVER'S MARIJUANA PREVENTION AND EDUCATION APPROACH



2018 Retail Marijuana Special Sales Tax and State Shareback Allocation



Denver's Budgeted Marijuana Education and Prevention Funds



Amelie Company Contract Background

2016

- Released RFP for development of a youth marijuana education and prevention campaign
- Selected Amelie Company after a competitive bid process
- August-Initiated contract:
 - 1/1/2017-12/31/17
 - \$450,000 (2017 base budget)
- November-City Council approved 2017 budget for \$850,000

2017

- January-Contract started
 - Began campaign research and development
- July-amended contract
 - 1/1/2017-12/31/2018
 - \$1.3 million (fully utilize 2017 budget and base 2018 budget)
- November-City Council approved 2018 budget for \$850,000
- December-released campaign into market

2018

- Continuation of campaign
- **July-Requesting to amend contract**
 - 1/1/2017-12/31/2019
 - \$2.15 million (fully utilize 2018 budget and 2019 base budget)

Achievements



Over 53.5 million targeted impressions to date

Over 2.2 million impressions in earned media coverage through public relations efforts

Average Facebook engagement rate of 52% - **17 times higher** than industry-standard

Produced **200 classroom-in-a-box** sets to distribute to community stakeholders and youth for continued education

Achievements



There was an increase of **10%** in frequency of peer to peer conversations about marijuana.

There was a **7% increase** in frequency of conversations about marijuana between youth and their **parents**

Wanting to reach kids where they are, we also saw an increase of **11%** in **frequency** of conversations about marijuana on **social media**.

Following the campaign, **92%** of youth knew it was illegal to use marijuana while under 21, compared to **75%** pre-campaign.

Research Overview

Surveys & Desktop Research

- 2015 Healthy Kids Colorado Survey (HKCS)
- Amélie online survey
- CDPHE Health Statements and *Monitoring Health Concerns Related to Marijuana: 2016*

Focus Groups

- Youth Commission
- Community Input
 - Generation Teach
 - Heart and Hand
 - Vickers Boys and Girls Club

Youth Concept Testing

- Review old campaigns
- Testing different concepts
- Proposed ideas

Campaign Development



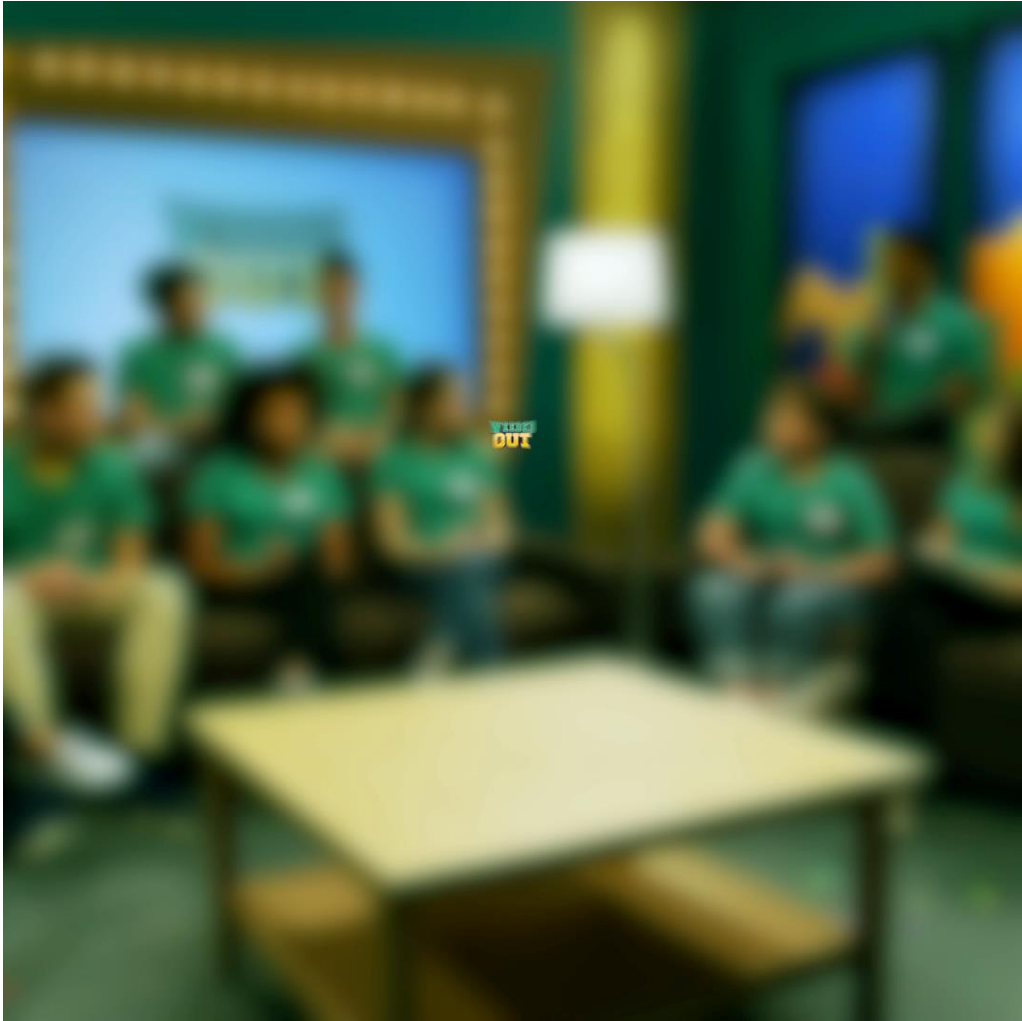
Help youth understand the legal, education, health and social risks that can come from using marijuana underage

Use creative and relatable messaging that gives youth the facts they need to make a responsible decision

Provide perspective that sparks discussion with peers and proves being high is not the social norm

Initiate peer conversations among Denver youth to consider whether marijuana is worth the risks

Creative Sample: Weeded Out



Future Plans



Bolstered campaign support through account planning and strategy, project management, social media management, and creative development

Evolution of campaign messaging and tactics, including development of new assets

Media strategy and planning for 2019 to minimize dark periods in-market

An in-depth post-campaign survey to gauge attitudes and perception about marijuana, in addition to High Costs campaign likability and awareness

What are we asking for?



- Contract Extension
 - Current contract: 1/1/2017-12/31/2018
 - New contract: 1/1/2017-12/31/2019
- Increase contract amount
 - Current contract: \$1.3 million
 - New contract: \$2.15 million
 - An additional \$400,000 in 2018-already approved in 2018 EXL budget
 - An additional \$450,000 in 2019-part of the 2019 base budget

Questions? Thank You.